



# A HEP FREE DIGITAL COMMUNITY

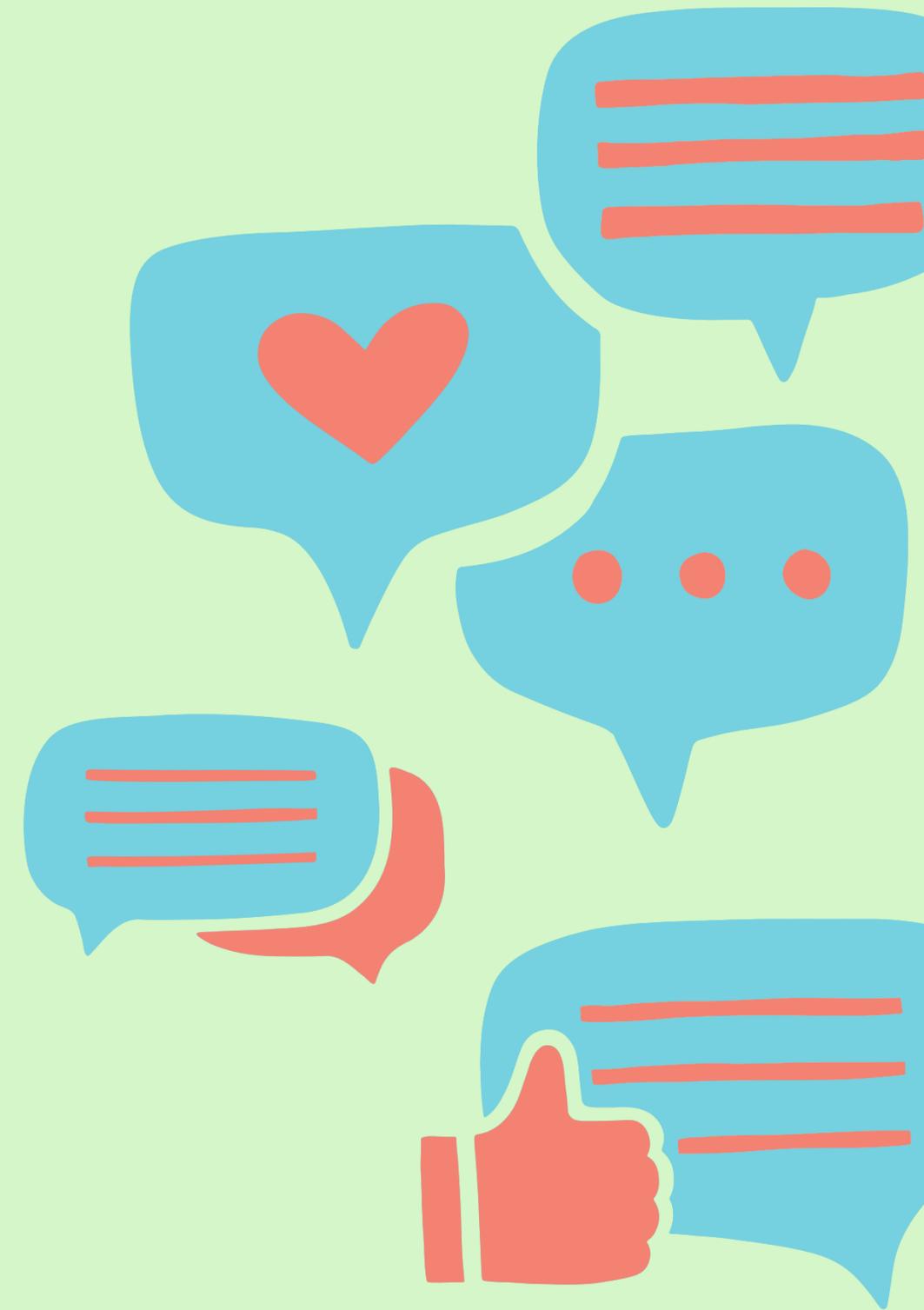
**Anika Shanelle Martin, MPH**

Awareness and Education Workgroup Lead



# WHY SOCIAL MEDIA?

- 1** Removes physical barriers to access support and resources
- 2** Provides ability to connect with larger, more diverse audiences
- 3** Builds community and network of supporters
- 4** Mobilizes action





## POP CULTURE AND PUBLIC HEALTH

"Popular culture (also called mass culture or pop culture) is generally recognized by members of a society as a set of practices, beliefs, artistic output (also known as popular art or mass art) and objects that are dominant or prevalent in a society at a given point in time."



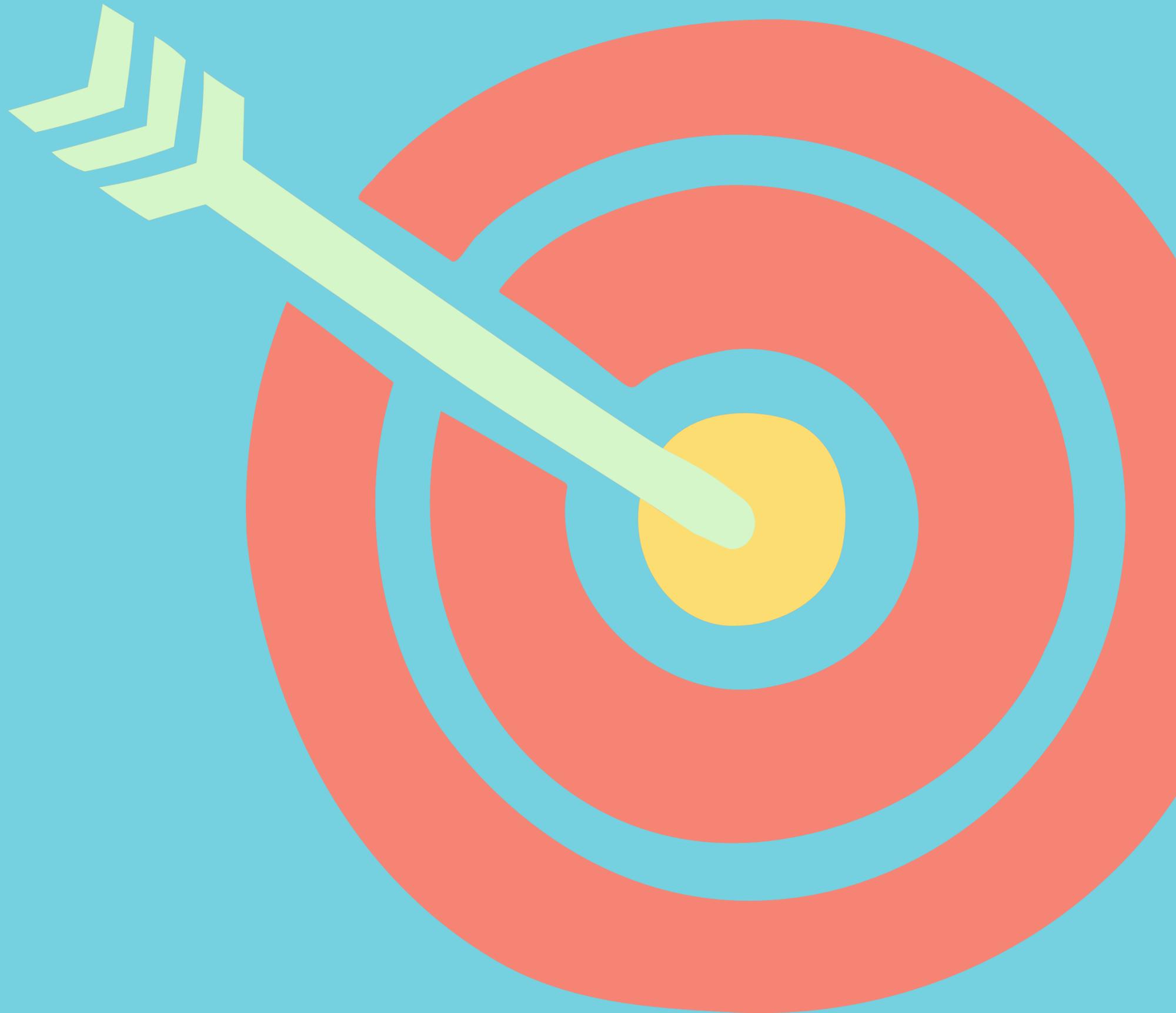
# SHOW US YOUR NUMBERS!

Reach	
Platform	2022-2023
TikTok	26,551
Facebook	6,693
Twitter (X)	16,225
Instagram	11,032
YouTube	20,048
LinkedIn	372

Engagement	
Platform	2022-2023
TikTok	202
Facebook	546
Twitter (X)	419
Instagram	983
YouTube	11453
LinkedIn	7

Followers		
Platform	Dec 2022	Dec 2023
TikTok	234	257
Facebook	1140	1158
Twitter (X)	1515	1532
Instagram	1301	1352
YouTube	259	264
LinkedIn	N/A	42

**WHERE DO I  
START?**



# IDENTIFY YOUR BRAND

## Identity

- Colors
- Logo
- Fonts

## Message

- What are you trying to let your followers know?

## Mission/Values

- What do you stand for?

## Voice/Tone

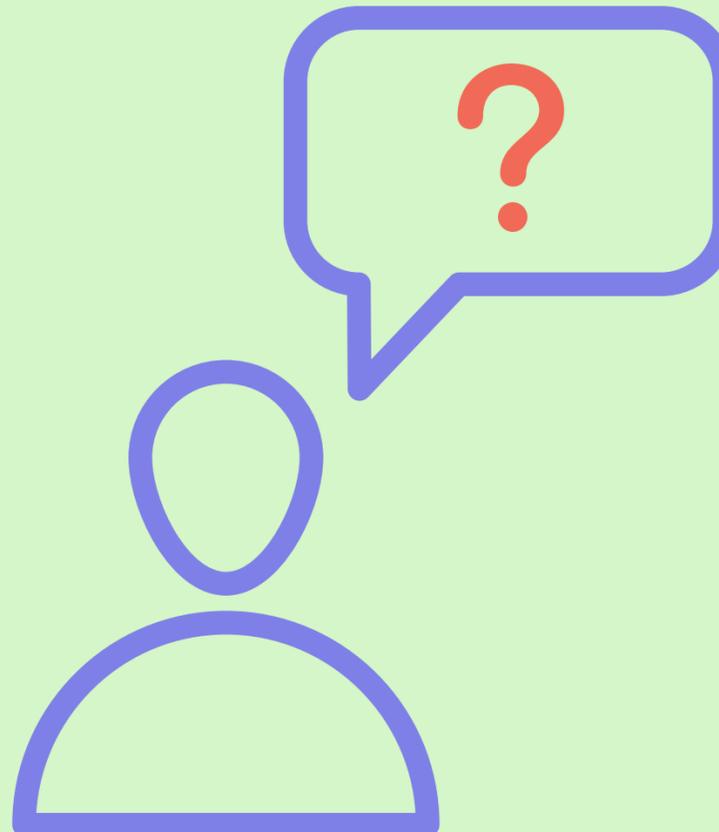
- Formal?
- Informative?
- Super cheeky?

## Expertise

- What are you an expert in?
- What are you learning?

## Community

- Who are you partnering with?
- Do they have the same message?








# NATIONAL HEPATITIS TESTING DAY



DO YOU KNOW YOUR HEP C STATUS?

**GET TESTED FOR HEPATITIS C TODAY!**

CONTACT ME FOR AN APPOINTMENT

✉ aruddick@hhrc.org

📞 808-436-5884

Brand t-shirt

Orange color scheme



HepFree Hawaii  
42 followers  
2mo · 🌐

New #hepatitis materials now in Native Hawaiian! Download these handouts, along with other translated materials on our website!

#takeTHAThepatitis #HepFree2030 #Hawaii #OleloHawaii

<https://lnkd.in/gmxWwSDD>



HFH HBV Hawaiian (updated 10-2023).pdf | Powered by Box  
app.box.com

Hashtags



**TAKE THE PROVIDER SURVEY**

## HEP C PRIOR AUTHORIZATION

Hep Free Hawaii and the Department of Health are collecting instances of prior authorizations for hepatitis C treatment in order to track implementation of a recent MedQUEST memo.

**DUE BY JULY 15**

**MEDQUEST MEMO:**

"The goal of this HCV policy is to assure adherence to the best practice guidance, currently outlined by the AASLD-IDSA HCV Guidance. For treatment regimens following the AASLD-IDSA HCV guidance, **there will be no prior authorization [emphasis added].**"

Bright color schemes

Orange color scheme




**hepfreehawaii**  
HepFree Hawaii · 1-2

Happy New Year 🌟 Of course we're proud to be a part of Hep Free Hawaii! 😊 Click the link in our bio to see how you can help us eliminate #hepatitis 🤝

#HepFree2030 #takeTHAThepatitis #hawaii #heptok

Hashtags



# IDENTIFY A TARGET AUDIENCE

Consider some of the characteristics they might share including:

## Gender

- Male
- Female
- Sexual and gender minorities

## Age

- Youth
- Adults
  - Boomers
  - Millennials

## Lived Experiences

- PWID
- Housing status
- PLWH

## Racial/Ethnic Backgrounds

- API
- Native/Indigenous





# CHECK OUT SOME OF OUR FOLLOWERS!



 **Tania Henderson** · 1st  
Associate Director, Pharmacy Retail Accounts, Walgreens - Mountain West  
March 2022

 **Arina Kuznetsova, MD** · 2nd  
Principal Hepatology Medical Science Liaison at AbbVie  
April 2022

 **Utah Harm Reduction C...**  
uhrc\_ [Follow](#)

 **Mental Health America ...**  
mhahawaii [Follow](#)

 **World Hepatitis Alliance**  
worldhepatitisalliance [Follow](#)

 **Gay Island Guide**  
gayislandguide [Follow](#)

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Randy Soriano [Remove](#)
-  **repadriantam** ✓  
Rep. Adrian Tam [Remove](#)
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PPMAH [Remove](#)
-  **hulagirlstyle**  
Lyla Prather [Remove](#)
-  **chuongerz**  
Chuong Tran [Remove](#)
-  **jd1848**  
Joshua Derrig [Remove](#)
-  **adriantam** ✓  
Adrian Tam [Remove](#)

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-  **bee.jima** · Follow  
JD Iijima [Remove](#)
-  **spill\_theteacafe**  
Spill The Tea Cafe [Remove](#)
-  **hepctemanawataki**  
Te Manawa Taki Hep C | C... [Remove](#)
-  **malamaikeolamaui**  
Mālama I Ke Ola Health C... [Remove](#)
-  **hepfreeaz**  
Hep Free AZ - Arizona's H... [Remove](#)
-  **teamhbv.collegiate**  
Team HBV Collegiate [Remove](#)

# WHAT PLATFORMS WILL YOU BE USING?

Platforms consist of different features, populations, and posting styles. Consider your brand, target population, and capacity to developing content when identifying your platforms.

## Facebook

Photos  
Videos  
Stories  
Polls  
Direct Message



## Instagram

Photos  
Videos  
Stories  
Polls  
Direct Message



## Twitter/ X

Photos  
Videos  
Direct Message



## LinkedIn

Photos  
Links  
Direct Message  
Networking



## TikTok

Videos  
Music  
Direct Message



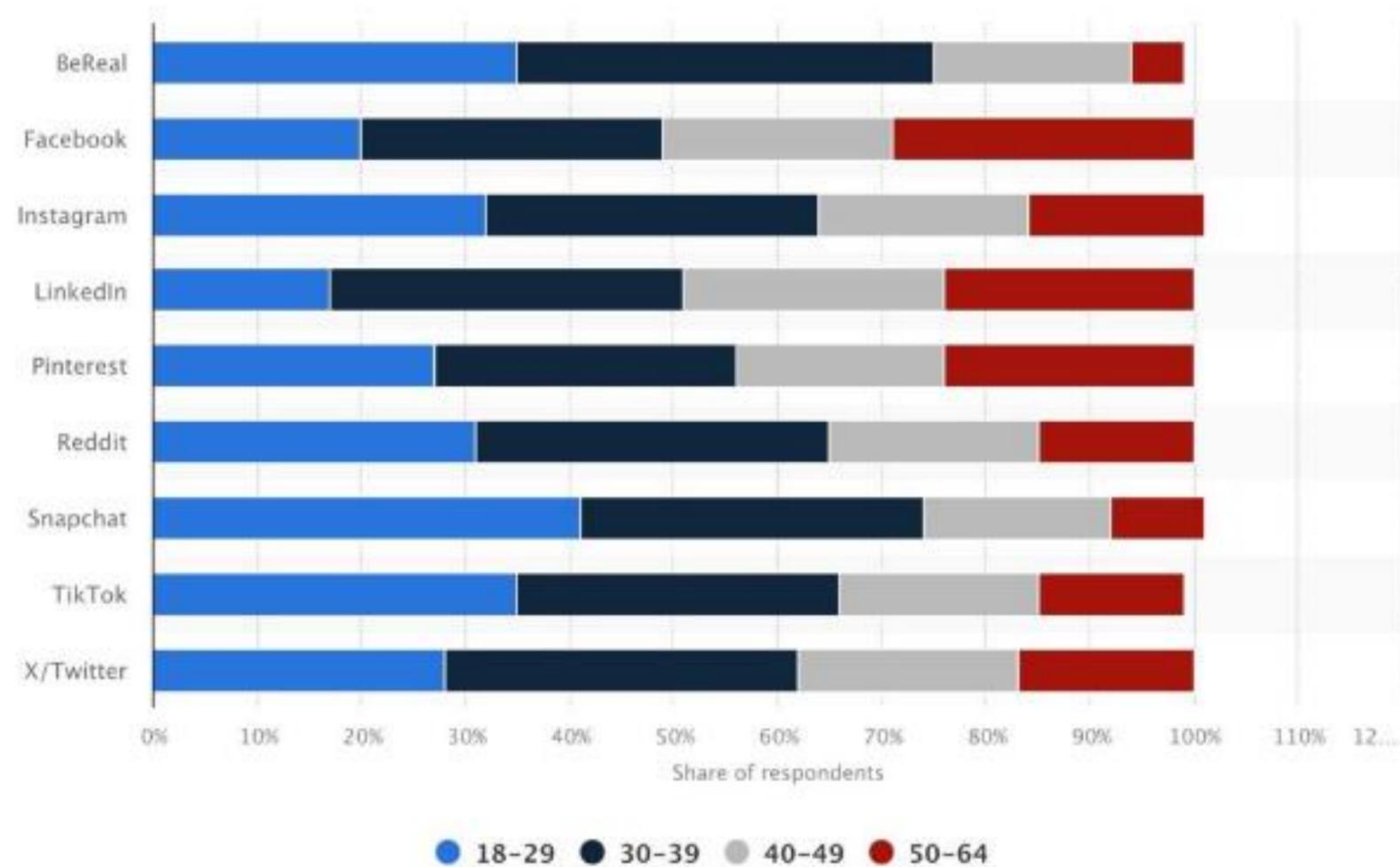
## YouTube

Videos



# CONSIDER THE AGE DEMOGRAPHICS!

Percent of U.S. Adults Who Say They Ever Use The Following Social Media Platforms by Age

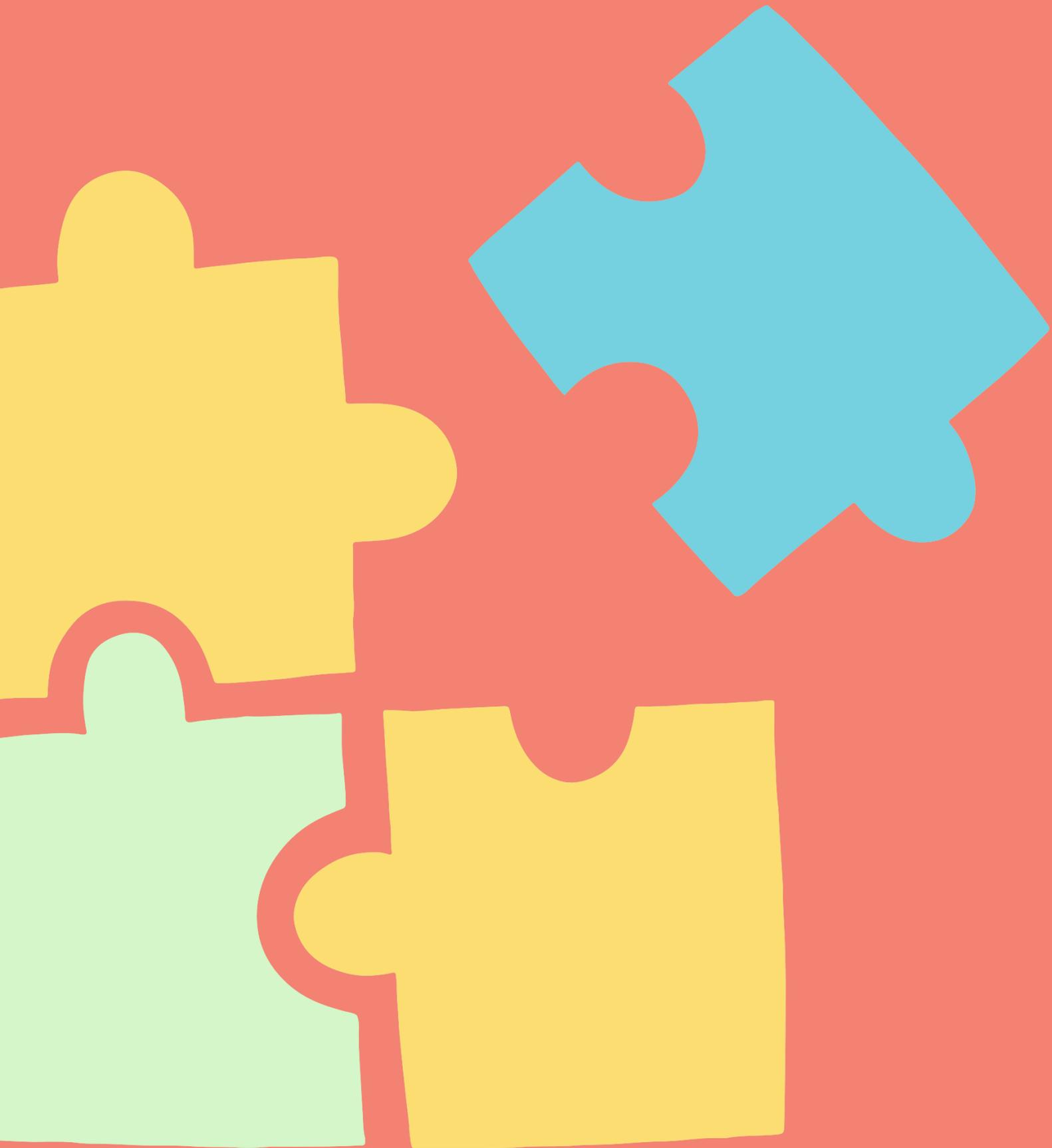


Not everyone uses the same social media platforms.

Tailor your content/messages to best suit each platform's population and use.

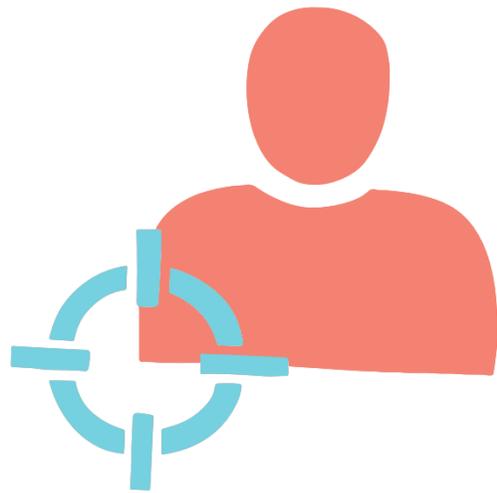


Would you post your TikTok videos on LinkedIn?



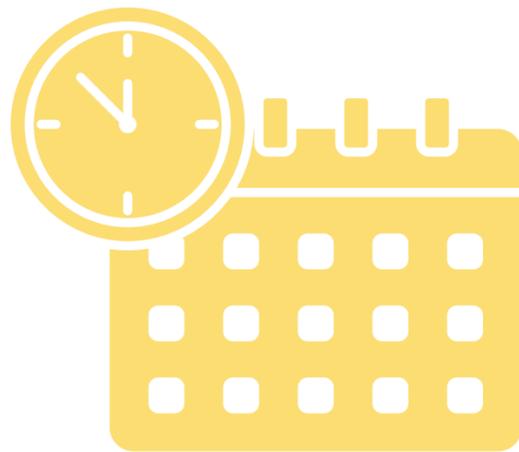
**NOW WHAT DO I  
DO?**

# GET ORGANIZED!



## Who's posting?

Posting content can get confusing when there are “too many cooks in the kitchen.” Consider identifying one-two key individuals to post on specific platforms.



## Schedule your content.

Organize your content using a scheduler.

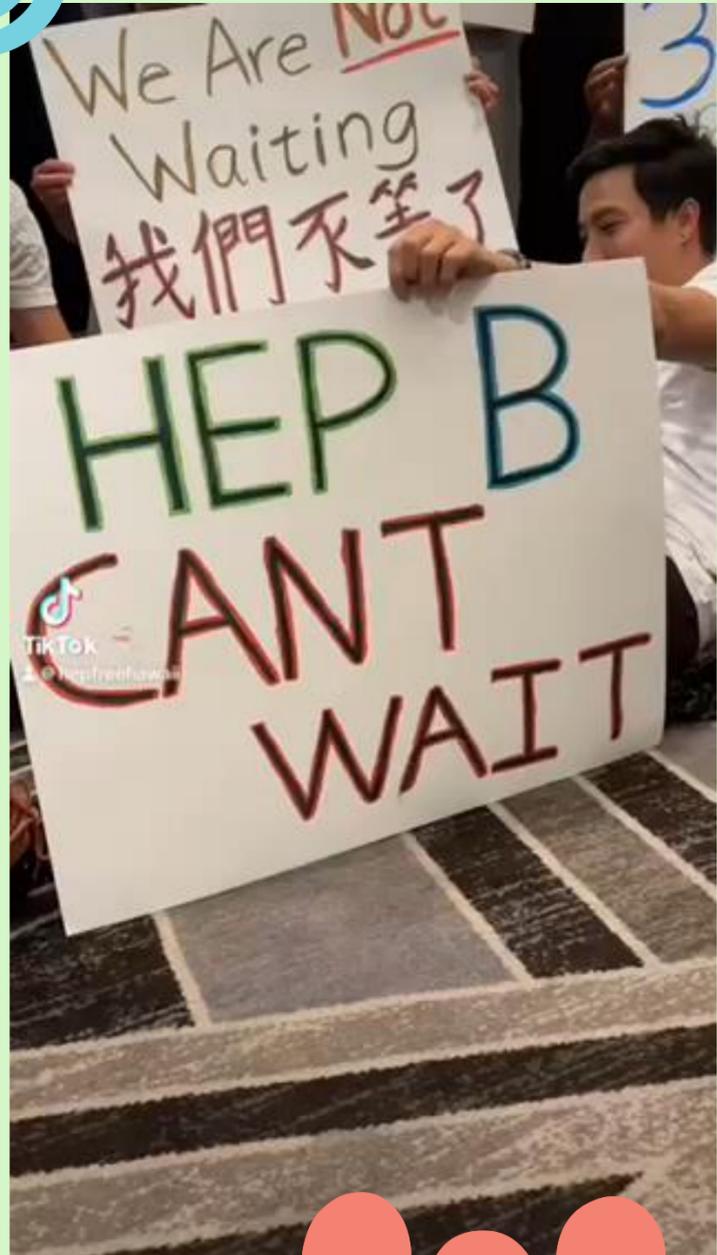
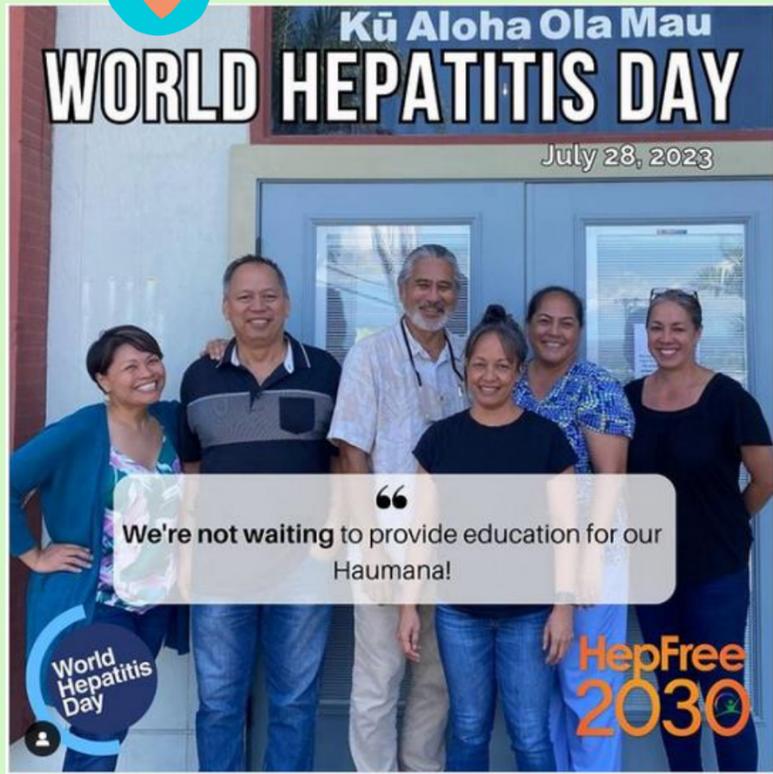
Outlook Calendar, “Schedule Post” features (LinkedIn),  
Later, Plannable

# COLLABORATE WITH YOUR PARTNERS

You and your partners can expand your messages when you engage with each other. Consider partnering so that both of your followers get exposed.



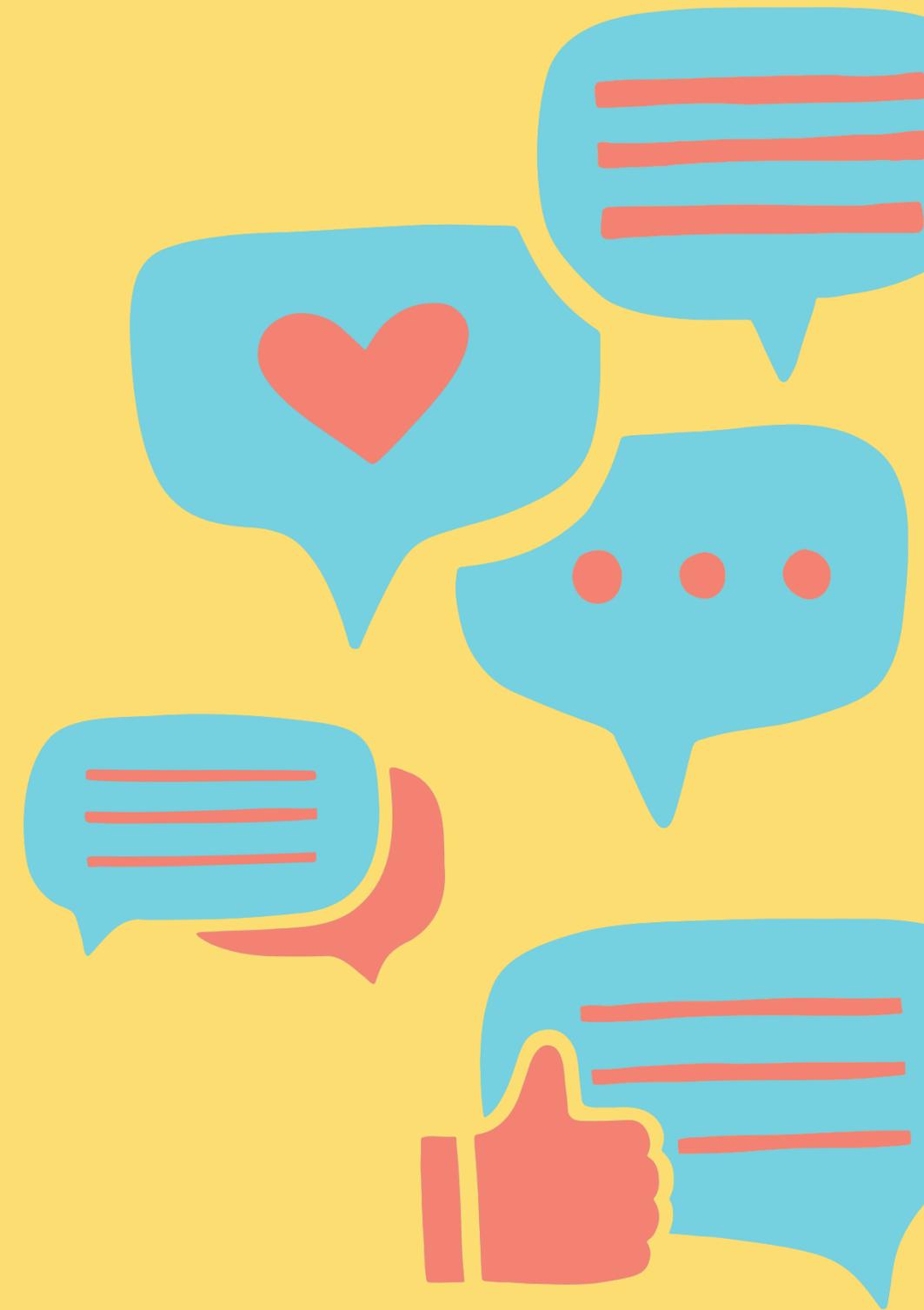
- Create content together
- Tag your partners
- Share content
- Like/Comment



# HUMANIZE YOUR PLATFORMS

Engage with your followers, and show that their engagement means something to you and your organization.

- 1** Like/ Comment/Share/Subscribe
- 2** Encourage engagement (surveys, polls)
- 3** Have fun and show your personalities

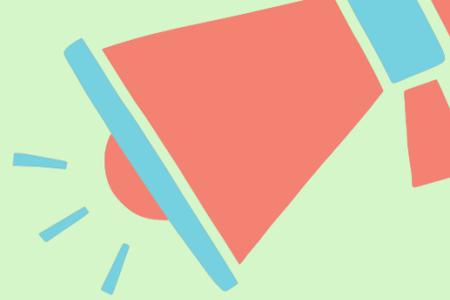
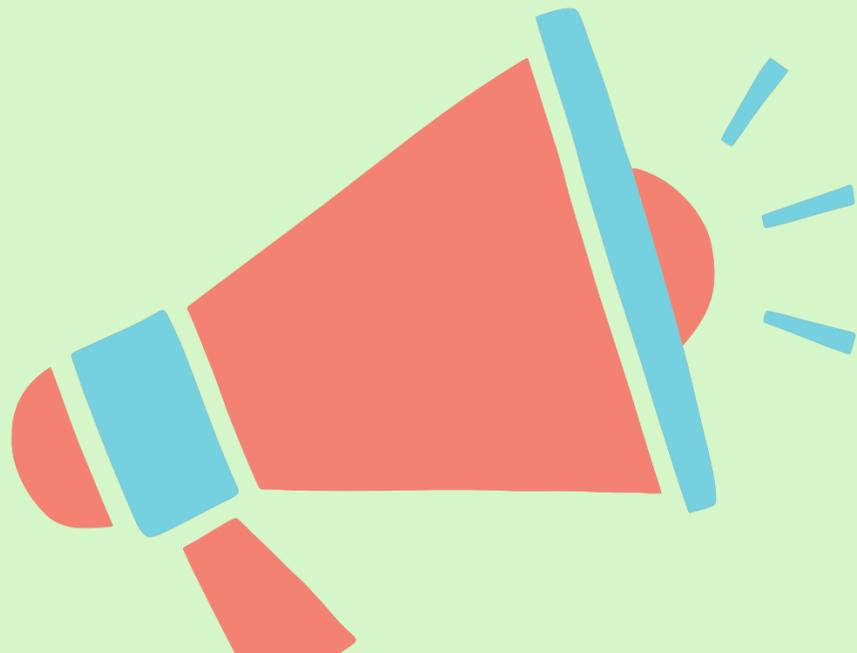




What makes you think you can eliminate hepatitis on your own?

# SAY IT AGAIN!

Let's summarize what we talked about:



**1**

**Figure out your brand and platforms!**

**2**

**Get organized!**

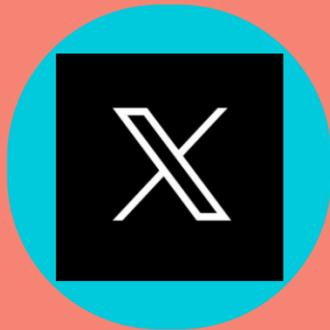
**3**

**Engage with your partners and followers!**

**4**

**Have fun!**

# FOLLOW US!



**HEPFREEHAWAII**



**HEPFREEHAWAII.ORG**